

2002 Opening And Closing Ceremonies

Emmy award-winning Don Mischer Productions selected as Executive Producer

The selection of 13-time Emmy Award-winning Don Mischer Productions to become Executive Producer for the 2002 Opening and Closing Ceremonies has been approved by the Management Committee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 (SLOC).

Don Mischer Productions is a Los Angeles-based production company that has had 20 years of experience producing a wide variety of television specials and live, large scale major event programs throughout the United States, Europe and Asia.

"Our Olympic Ceremonies will be one of the most-widely watched television programs of 2002," said Mitt Romney, SLOC President and CEO. "Beyond attracting a worldwide audience, the Ceremonies must do more. They should inspire the world audience and create a deeply personal and emotional impact. We believe Don Mischer and his extraordinary team are the best possible group to lead us to our place on the world stage."

"We are honored, and we look forward to working with Salt Lake City in producing Ceremonies that reflect the spir-

it of the people of Utah, pay tribute to the winter athletes, and reaffirm the fundamental ideals of the Olympic movement," Mischer said. "Everyone on our team is thrilled, and we feel a great sense of responsibility to the people of Salt Lake to create Ceremonies that are innovative and emotional, as well as spectacular."

"Don Mischer Productions is a proven company with immense creative and production expertise," said Scott Givens, SLOC Director of Ceremonies. "Selecting Mischer's team is the first step in the process of creating spectacular Ceremonies. We are excited about the opportunity to involve such a committed team in developing an unforgettable and breathtaking show."

Mischer has captured a record nine Directors Guild of America Awards for Outstanding Directorial Achievement, three NAACP Image Awards, a Peabody Award for excellence in broadcasting and Europe's prestigious Golden Rose of Montreux.

The Opening and Closing Ceremonies for the 1996 Centennial Olympic Games in Atlanta were created and produced by Don Mischer Productions.

The Opening Ceremony was highly acclaimed around the world, including "stunning and dramatic" by USA Today, "extravagant and enthralling" by Time Magazine, and "visually dazzling and hauntingly beautiful" by the Chicago Tribune.

Other major event productions by Don Mischer Productions include:

- Carnegie Hall: Live at 100 (1991)—A four-hour, live broadcast to Europe and the United States (PBS), celebrating the 100th anniversary of America's most prestigious concert hall. Carnegie Hall: Live at 100 was hosted by Peter Jennings and included performances by Placido Domingo, Isaac Stern and the New York Philharmonic.
- The Kennedy Center Honors (Annually)—An annual television special celebrating the performing arts in America. The New York Times has said of The Kennedy Center Honors in Washington, D.C., that "it maintains its distinguished tradition as the nation's most prestigious and elegant celebration of the performing arts." Winner of seven Emmy Awards, Mischer produces the Honors with George Stevens, Jr.

• Hong Kong '97 Spectacular (1997)—An historic event set in Hong Kong's famous Victoria Harbor that celebrated the city's past, present and future as it reunified with China. Viewed by millions on television and along the harbor shores, the Hong Kong '97 Spectacular included an original symphonic work; 31 four-story high decorated electric floats; the largest collection of lasers ever assembled; and the largest fireworks display in Hong Kong's history.

• Michael Jackson's Super Bowl XXVII Halftime Show (1993)—Produced for Radio City Music Hall and the NFL, this historic performance by Michael Jackson included thousands of children, special effects, and a 12-ton stage which was assembled in 3 minutes by volunteers.

The Opening Ceremony for the 2002 Games will be held on a Friday evening, Feb. 8, at Rice-Eccles Stadium on the campus of the University of Utah. The total time for the ceremonial and artistic programs, according to protocol of the Host City Contract, is no more than two hours. The projected worldwide television audience for the Opening Ceremony is 3.5 billion people. The Closing Ceremony will be held